



AMERICAN DISTILLING INSTITUTE™

THE VOICE OF CRAFT DISTILLING™

MEDIA KIT 2016

CORE READERS: CRAFT DISTILLERS | VENDORS | RETAILERS AND DISTRIBUTORS | TRADE ORGANIZATIONS



The American Distilling Institute is the oldest and largest organization serving craft distillers. Founded in 2003, ADI has been instrumental in the growth of the craft community through education, networking and creating the largest gathering of licensed distillers in the US. ADI is the Voice of Craft Distilling™.

DISTILLER MAGAZINE		
6000 HARD COPY CIRCULATION [33% GROWTH FROM 2014]		18,000 TOTAL READERSHIP [55% GROWTH FROM 2014]
CONFERENCE ATTENDANCE		
1400 2015 CONFERENCE ATTENDEES [45% GROWTH FROM 2014]		140 VENDORS [38% GROWTH FROM 2014]
E-NEWSLETTER		
8117 READERS	1200 DSP'S	40% OPEN RATE



AMERICAN DISTILLING INSTITUTE

RATES

DISTILLER MAGAZINE & RESOURCE DIRECTORY

The annual *Distiller's Craft Resource Directory* is where the distilling community goes to shop. This 168-page publication has served for more than 10 years as the definitive reference for sourcing supplies and is in the hands of almost every craft distiller, start-up and established, as well as the industry professionals who serve them. The *Directory* provides the most current and comprehensive listing of products, services, and craft practitioners. In tandem with the *Directory*, the expanded Summer, Fall and Winter issues of *Distiller* magazine create a quarterly publication packed with information on distilling technique and production articles, industry breakthroughs, book reviews, cocktail news, profiles of key figures and interviews. ADI's publications reach far beyond the distilling industry to provide information of interest to anyone who follows the most exciting segment of the spirits market: bartenders, restaurateurs, wholesalers and consumers thereby expanding our members' reach. *Distiller* magazine and the *Distiller's Craft Resource Directory* are The Voice of Craft Distilling™.



Book now before prices go up 10% Dec. 15th, 2015

PRINT AD	AD SIZE (ADD .125" FOR BLEED)	DIRECTORY ONLY	2 ISSUES	3 ISSUES	4 ISSUES
Back Cover	8.375" x 10.875" 212.725mm x 276.225mm	\$3500	\$2975 \$5950	\$2826 \$8478	\$2685 \$10,740
Inside Front/Back	8.375" x 10.875" 212.725mm x 276.225mm	\$2800	\$2380 \$4760	\$2261 \$6783	\$2148 \$8592
Full Page	8.375 x 10.875 212.725mm x 276.225mm	\$2640	\$2244 \$4488	\$2132 \$6369	\$2026 \$8104
1/2 Vertical	3.63" x 9.875" 92.202mm x 250.825mm	\$1680	\$1428 \$2856	\$1356 \$4068	\$1288 \$5152
1/2 Horizontal	7.5" x 4.88" 190.5mm x 123.952mm	\$1680	\$1428 \$2856	\$1356 \$4068	\$1288 \$5152
1/4 Page Vertical	3.63" x 4.88" 92.202mm x 123.952mm	\$1020	\$864 \$1728	\$821 \$2463	\$779 \$3116
1/4 Page Horizontal	7.5" x 2.38" 190.5mm x 60.452mm	\$1020	\$864 \$1728	\$821 \$2463	\$779 \$3116
*1/8 Horizontal	3.63" x 2.38" 92.202mm x 60.452mm	\$540	\$459 \$918	\$436 \$1308	\$414 \$1656

Advertiser Benefits:

- Purchase of any size ad qualifies you for a complimentary annual membership
- Annual membership (a value of \$250) is required for conference registration
- Advertisers are also eligible to place an item-specific ad in the new "For Sale by Vendor" section of the ADI Forum

*Advertisers placing an 1/8 page ad must place in a minimum of two issues

Please refer to the AD SUBMISSION SPECIFICATIONS for submitting your art.

Contact Matt Jelen at matt@distilling.com or 707-367-2201 for more information.



AMERICAN DISTILLING INSTITUTE

DISTRIBUTION & CALENDAR

Starting with the 2015 fall issue, *Distiller* is now distributed in national retail locations.

Distiller magazine is distributed through a mix of distribution channels serving a dedicated industry readership as well as a targeted national audience. The magazine is available in key markets throughout the United States at high-visibility newsstands and prominent retailers such as Barnes & Noble and Books-A-Million.

DISTRIBUTION

Direct Mailing to over 1200 DSP's (Distilled Spirits Plants) and at the following events:

Unified Wine & Grape Symposium	Sacramento, CA	Jan. 27-28, 2016
Craft Beverage Unlimited	St. Charles, MI Asheville, NC	Feb. 3-5, 2016 Feb. 10-12, 2016
USBevX	Washington, DC.	Feb. 16-18, 2016
ADI Craft Spirits Conference & Expo	San Diego, CA	Apr. 4-8, 2016
Craft Brewers Association Conference	Philadelphia, PA	May 3-6, 2016
Craft Beverage Expo	Oakland, CA	May 18-20, 2016
Tales of the Cocktail	New Orleans, LA	Jul. 20-24, 2016
Kentucky Bourbon Festival	KY	Sep. 13-18, 2016

PUBLISHING CALENDAR

Issue	Ad Reservation Deadline	Materials Deadline	Publication Date
Resource Directory	January 22, 2016	January 29, 2016	March 25, 2016
Summer Distiller	May 6, 2016	May 13, 2016	July 15, 2016
Fall Distiller	July 29, 2016	August 5, 2016	October 7, 2016
Winter Distiller	October 28, 2016	November 4, 2016	January 6, 2017



TITLE: \$13,500

- Double Booth (10x20)
- Six staff Expo Passes / 4 guest Expo Passes
- Two reserved tables at the Gala dinner (must provide RSVP list)
- Full page ad in our publications: the Distillers' Resource Directory and the Summer, Fall and Winter issues of *Distiller* magazine (preferential placement in all issues)
- Logo imprint on the following media: [Bi-monthly E-newsletter](#) | ADI website home page & conference page | [Conference/Expo signage & program](#) | Welcome screens in session rooms | [Name badges](#)
- Complimentary one-page insert (or gift) into conference bag
- First priority space consideration and access to booth map and location until Dec. 1st.
- First priority access to sponsorship add-on items until Dec. 15th

PLATINUM: \$11,000

- Double Booth (10x20)
- Four staff Expo Passes / 3 guest Expo Passes
- One reserved table at the Gala Dinner (must provide RSVP list)
- Full page ad in our publications: the Distillers' Resource Directory and the Summer, Fall and Winter issues of *Distiller* magazine
- Logo imprint on the following media: [Bi-monthly E-newsletter](#) | ADI website home page & conference page | [Conference/Expo signage & program](#) | Welcome screens in session rooms • [Name badges](#)
- Second priority space consideration and access to booth map and location until Dec. 10th.
- Second priority access to sponsorship add-on items — after Title sponsors

GOLD: \$8,500

- Single Booth (10x10)
- Three staff Expo Passes / 2 guest Expo Passes
- Full page ad in our publications: the Distillers' Resource Directory and the Summer, Fall and Winter issues of *Distiller* magazine
- Logo imprint on the following media: [Conference signage](#) | Welcome acreens in session rooms | [Conference website page](#)
- Third priority space consideration and access to booth map and location until Dec. 30th.
- Third priority access to sponsorship add-on items (after Platinum sponsors)

	CONFERENCE BOOTH	EXPO PASSES* Staff / Guest	GALA TICKETS**	DIRECTORY AD	DISTILLER ADS	LOGO IMPRINTS	PROGRAM INSERT	SPACE PREFERENCE	ADD-ON PREFERENCE
TITLE	DOUBLE	6 / 4	2 Tables	Full page	Full page	Newsletter ADI website home page Conference signage Conference program Welcome screens Name badges	YES	YES	YES
PLATINUM	DOUBLE	4 / 3	1 Table	Full page	Full page	Newsletter ADI website home page Conference signage Conference program Welcome screens	N/A	N/A	N/A
GOLD	SINGLE	3 / 2	N/A	Full page	Full page	Conference signage Welcome screens Conference website	N/A	N/A	N/A

*Additional passes are \$250; ** Additional tables available at a discounted price of \$450 (seats 10); additional passes available for \$50 per person.



STANDARD BOOTH PRICING:

- Single Booth 10x10 **\$2,500**
- Double Booth 10/20 **\$3,600**

EARLY BIRD PRICING (deadline Jan. 15th)

- Single Booth 10x10 **\$2,300**
- Double Booth 10x20 **\$3,400**

Single = One 6' table, 2 chairs, sign and drapes, 2 Expo passes / Double = Two 6' table, 4 chairs, sign and drapes, 4 Expo passes

* Gala passes can be purchased for \$50 a person or a table can be reserved for \$450 (seats 10)

** When reserving a table for the Gala exhibitors must provide RSVP list

CONFERENCE REGISTRATION OPENS DECEMBER 15th.

SILVER PACKAGE: \$6,500

- Single Booth (10x10)
- Half page ad in our publications: the Distillers' Resource Directory and the Summer, Fall and Winter issues of *Distiller* magazine

BRONZE PACKAGE: \$4,500

- Single Booth (10x10)
- Quarter page ad in our publications: the Distillers' Resource Directory and the Summer, Fall and Winter issues of *Distiller* magazine



Additional Conference Sponsorship Opportunities will be announced on December 15th.